SIR WILLIAM ROBERTSON ACADEMY

SUBJECT CURRICULUM MAP

Further Study
Apprenticeship, College, University

Career Paths
Accountancy, Human Resources, Human Resources, Management, Marketing, Entrepreneur

Skills
Entrepreneurial, Analytical, Numerical Literacy, Digital Literacy, Communication, Decision Making, Leadership, Independence, Teamwork

Interest
A passion for understanding how businesses operate from local to global levels and/or a passion to become an entrepreneur and turn a hobby into a successful business

Year 12 Term 2-5 Unit 3 Personal & Business Finance
- Money
- Payment Methods
- Personal Finance
- Financial Institutions
- Consumer Protection
- Purpose Accounting
- Income & Expenditure
- Sources of Business Finance
- Financial Documents
- Ratios & Profit Margins

Year 12 Term 5&6 Year 13 Term 1&2 Unit 2 Developing a Marketing Campaign
- Principles & Purposes of Marketing
- Using Info to Develop Rationale for Marketing Campaign
- Planning & Developing a Marketing Campaign

Year 13 Term 3-5 Unit 8 Recruitment & Selection - CSWK
- Recruitment & Selection Process
- Legal & Ethical Considerations
- Interview Skills
- Review & Evaluation
- SWOT Analysis & Action Plan

Year 12 Term 1 & 2 Unit 1 - Exploring Business Coursework
- Features
- Organisational Structures
- Stakeholders
- Effective Communication
- Innovation
- Competitive Environment
- SWOT & PEST Analysis
- Deman, Supply & Price

Sixth Form

Study Leave

Exam Revision
- External Exam May - 1HR 30MINS

NEA Controlled Assessment
- Task 3 Business Plan: Financial Plan
- Task 4 Evaluation
- Exam Revision for Themes 1-8

NEA Controlled Assessment = 60% of Grade
- Task 3 Business Plan: Executive Summary, Marketing Analysis, Marketing, People & Operations

NEA Controlled Assessment = 60% of Grade
- Preparation & Research
- Task 1 Action Plan
- Task 2 Research Primary & Secondary Data

Year 11

Themes 3 & 4
- Recruitment Methods
- Types of Employment
- Staff Development & Monitoring
- Motivation Methods
- Motivational Theory
- Outsourcing
- Lean Production

Themes 4 & 5
Quality
Production Methods
Customer Service
Growth & Challenge
Economies of Scale

Practise NEA
- Task 1 Action Plan
- Task 2 Research
- Task 3 Business Planning

Practise NEA & Theme 6
- Task 3 Financial Plan
- Task 4 Evaluation
- Funding Types
- Income Statement
- Break-Even
- Blanace Sheet
- Cashflow Forecast
- Ratios

Themes 7 & 8
- External Influences
- Business Planning
- Begin NEA Oct

Year 10

Theme 2
- Aspects of Marketing
- Market Research
- Data Types
- Orientation Types
- Marketing Mix: Product, Place, Price, Promotion

Theme 1
- Entrepreneurship
- Aims & Objectives
- Legal Structures
- Stakeholder Engagement

Food
- Money
- Time
- Estimating

Media
- Advertising Methods
- Digital Literacy

Geography
- Global Economy
- Global Understanding

History
- Research Skills
- Analytical Skills
- Exploring the issue

Science
- Data Collection
- Graphical Analysis
- Hypothesis

Maths
- Percentages
- Probability
- Numeracy
- Graphical Analysis

English
- Literacy
- Speaking & Listening

Drama
- Performing (Pitching)
- Analysing and Evaluating

Careers
- Enterprise Week
- Employers
- How Businesses Work
- Employment Rights

KS3

Transferable skills from across the curriculum

Computing
- Working to a brief
- Target Audience
- Design
- Digital Literacy

Personal Development
- Role Models
- Ethics
- Personal Finance